People Have the Power: Transforming Your Organization with Video Enterprise Video Content Solution

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Executive Summary

The use of video in enterprise organizations is skyrocketing. Whether it's co-workers in different locations, customers and clients working from across the country, or subject experts and cross-functional teams conducting meetings from locations around the globe, video is now a critical tool in today's business world. More companies than ever are using video, in different ways than before.

Today's video collaboration is not simply about reducing travel costs and saving money. It's about delivering a personalized experience, and enhancing the efficiency of business by bringing teams closer together. And it's about making content more accessible and convenient to more people, through recording, live streaming, and replay. An effective video solution helps companies improve work-life balance for their employees, engage and inspire workers, share knowledge and insights, and unlock the productivity potential.

In this white paper, we'll take a closer look at how organizations from a variety of industries are successfully using live and recorded video to power better collaboration and unleash positive business outcomes.

Introduction: Meeting Changing Workforce Needs with Video

Your employees are your company's most important asset. The value of your organization is much more than supply-chain efficiency, brand-building prowess, or state-of-the-art technology. It's the sum of your people: their creativity, their knowledge, their intuitions and insights. To unlock the full potential of your workforce, you need to make it easy for them to work together, whenever and wherever they choose. So they can combine their talents and experience and reach common goals faster.

In-person meetings are effective, but with today's increasing reliance on mobility, remote workers, and distributed teams, it's often too expensive to bring teams together in the same office. Not just in travel costs, but in lost productivity, too. We need more effective ways to collaborate.

- **86 percent of employees and executives cite a lack of collaboration or ineffective communication as a reason for workplace failures.**[1]
- **50 percent of business productivity is tied to effective collaboration.**[2]

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[1] "7 Workplace Collaboration Statistics That Will Have You Knocking Down Cubicles," ClearCompany, August 2014, http://blog.clearcompany.com/7-workplace-collaboration-statistics-that-will-have-you-knocking-down-cubicles

[2] GTRI, http://www.gtri.com/company/stats/corporate-executive-board-ceb-enterprise-architecture-leadership-council-survey-found-50-business-productivity-tied-effective-collaboration/

With globally dispersed teams, it's not enough to rely on email. Fast access to secure, collaborative video content across dispersed teams is key.

Not so long ago, most companies' video collaboration was available in only a small number of dedicated meeting rooms. But an August 2015 survey of 170 end users by Wainhouse Research shows just how much video conferencing has progressed:

- **95 percent said video conferencing had become more reliable in the last two years.**
- **92 percent said video conferencing is easier to use than it was two years ago.**
- **87 percent were using video conferencing more in the last two years.**

Creating Dramatic Business Outcomes

Why are so many organizations embracing video? It sets the stage for impressive business benefits. The better your people can work together, the stronger your competitive advantage will be. Video collaboration and content delivery helps organizations:

Unlock the productivity potential: Bringing dispersed teams together to share knowledge and experience lets them take advantage of their combined talents, to make more informed, faster decisions. Studies show that a more open, collaborative organization is more productive.

The emphasis on organizational openness is 30 percent higher among outperforming organizations.[3]

Improve work-life balance and engagement: Excessive business travel can burn employees out. Simple, intuitive collaboration can help them stay connected in a dynamic work environment without having to sacrifice work-life balance. With video, employees can connect from wherever they are to whomever they need. To lower stress and increase business performance levels while staying fully engaged in company communication.

81 percent of engaged employees intend to stay with their current employers, leading to 22 percent higher profits for the company.[4]

Support flexible workspaces to stay connected: Most employees used to work together in the same office. Today, people work from branch offices, at home, in coffee shops, airports, and hotel lobbies, and everywhere in between. Video makes it easier for teams in different locations to stay connected. Telecommuters and remote employees can stay on track, whether mobile, at their desk, or in a team room, and add insights into day-to-day operations and new policies.

68 percent of human resources professionals believe adopting a flexible, mobile work model delivers a competitive advantage.[5]

Train more efficiently: Human resources professionals see video conferencing fast becoming a preferred communications tool, citing the advantages in staffing, training, and flexible work environments. Video training lets you deliver a consistent message to participants, as well as provide access to support materials when the session is done. And it scales easily to support thousands of participants at locations worldwide.

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[3] IBM CEO Study, 2012, http://www.cisco.com/en/US/solutions/collateral/ns1168/roi_of_video_collaboration.pdf

[4] BlessingWhite Research, "Employee Engagement Research Update," January 2013, https://blessingwhite.com/wp-content/uploads/2014/06/Employee-Engagement-Research-Report-2013.pdf

[5] "Connected World Technology Report," Cisco, 2014

Companies using video for training increased employee productivity by 4 percent and reduced voluntary turnover by an average of 7.7 percent over 12 months.[6]

Video Delivers Results: Live and On Demand

Video isn't just for meetings. An intelligent video solution lets you record and stream key discussions or announcements and create live events in virtual town halls. Even training gets better and less expensive with video. The end result is more productivity and better talent development at a lower cost.

With learning and development budgets under pressure during the past few months and employees needing new competencies to succeed in more complex work environments, organizations must rethink training strategies to meet heightened expectations for business impact.[7]

Organizations often need to urgently scale the delivery of important communications across the company. On-demand video is an ideal solution to ensure that companywide communications such as all-hands meetings are consistent and engaging.

A global survey of 1300 managers indicated that 87 percent believe video has a significant and positive organizational impact.[8]

Business decisions and discussions do not always take place when everyone is available, but teams can broadcast and record video. People who can't attend live—or who want to revisit the meeting content—can access the meeting after the fact.

Video Collaboration at Cisco

Cisco has first hand knowledge about the benefits of video collaboration. Video collaboration plays a huge role in helping us meet the challenges of managing our global workforce.

Although Cisco was founded in the United States, today more than 40 percent of our employees work outside the country. As we've expanded, business travel costs grew as well. Faced with escalating travel costs, as well as lost productivity due to travel, Cisco expanded our use of collaboration tools as an alternative to travel.

- Cisco saves $250 million (US) in travel costs per year by using video.

The positive outcomes extend beyond the bottom line at Cisco. Collaboration is also about improving engagement. Business decisions and discussions do not always take place when and where everyone is available, but teams can broadcast and record video. Cisco regularly streams meetings live from room-based and desktop video conferencing endpoints. And people who can't attend live—or who want to revisit the meeting content—can access the meeting after the fact.

Our employees view our flexible work environment and culture as a major benefit. New hires often cite this flexibility as a top reason they've joined the company. And longtime employees say it's one of the main incentives to stay.

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[6] "ROI of Video Collaboration," Aberdeen

[7] "HR Quarterly News and Trends: Q2 2013," Corporate Executive Board, https://clc.executiveboard.com/Members/Popup/Download.aspx?cid=101205966

[8] "2013 Cisco Global Young Executives' Video Attitudes Survey," Cisco

The Journey to Pervasive Video

Video collaboration has tremendous potential to enhance your productivity and build competitive advantages. But to succeed, you need a solution that's aligned to your business needs.

Above all, you need to focus on getting the experience right. People don't want to think about technology—they simply want to connect with the people and resources they need fast, and work together in whatever way is most convenient. Increasingly, employees also want to manage their video content: to capture it, transform it, and share it for anytime playback on desktops and mobile devices.

Your IT group has priorities, too. You need a solution that is fully compatible with your existing technology, and that will integrate smoothly with your network, applications, and endpoints.

More organizations are exploring cloud solutions to reduce their complexity and improve scalability. Choose a solution that can support your on-premises equipment, cloud models, or a hybrid of both.

Flexibility is also key. Cisco understands that companies are employing a wide range of video solutions, including web conferencing, video conferencing (with software or dedicated devices), video on demand, and webcasting. You may need to offer video delivery across the Internet to people who are external to your organization—such as customers, suppliers, partners, and agents.

An effective video solution will offer easy access from any network and from any location, whether it's a corporate LAN/WAN environment or the public Internet. It should offer convenient access from any device, including desktop PCs, laptops, mobile devices, and in-room conferencing systems.

Finally, the solution should also enable centralized monitoring and management of the end-to-end video environment, to help you tailor your solution to meet your users' needs and ensure that it's delivering consistent, dependable performance.

Capture, Transform, Share with Cisco

Cisco lets you use your existing infrastructure and endpoints, whether they are Cisco endpoints or other standards-based video-enabled endpoints. Cisco WebEx® Collaboration Meeting Rooms (CMR) sessions can be included alongside captured video events and sessions via the Cisco TelePresence® Content Server. You can manage your recordings inside a consumer-grade video portal, securely share videos with others, see viewing analytics, and view the content on any device.

With Cisco Capture, Transform, Share, you can bring together disparate employees through live global webcasts and facilitate knowledge sharing and learning to boost productivity and speed time to market.

The solution lets you convert any Cisco endpoint into an HD webcasting studio for companywide executive broadcasts, or ingest captured video conferencing sessions from the content server into Rev's user-friendly video portal, where they can be securely and scalably shared across your organization. You can upload Cisco CMR WebEx recordings such as product, sales, and HR training sessions into the Rev portal. Once uploaded, they can be organized, searched, displayed, and viewed by anyone in your organization. The solution also lets you capture and upload Cisco Spark™ and Cisco Jabber® sessions into your Rev "enterprise YouTube" portal, enabling your subject-matter experts to publish from the desktop.

Cisco's Capture, Transform, Share is a powerful way to host and record live online events, meetings, and training for employees, customers, and partners. It lets you deliver a high-quality event experience with optimized video, audio, and participation options. Live attendees can participate from anywhere, while others can view high-quality recordings on demand—securely, whenever they want.

Enabled by Rev

You've got different kinds of users, so you need experience-focused tools that support different ways of working—on the desktop and on the move.

Rev is an enterprise video management platform that supports Cisco Capture, Transform, Share. It works with on-premises, hybrid, multitenant, and cloud models, and is built on a cloud-native architecture, providing a modern, consumer-grade user experience across all devices.

Rev enables you to efficiently deliver high-quality live and on-demand video to audiences across the entire organization—whether they are using the company WAN or the public Internet. At the same time, it centrally manages all your video assets, user access, and permissions. When you combine it with the VBrick Distributed Media Engine (DME) to form an enterprise content delivery network (eCDN), Rev gives you a single interface to publish and distribute video across the network. You can do it all with the highest possible bandwidth efficiency.

Using Rev, employees can easily access, search, and watch video—making it more likely that they'll engage. And Rev's social features allow viewers to rate, share, and comment on each video, improving content credibility. Rev's analytics include real-time graphical dashboards, custom reports, and drill-down capabilities, offering detailed insight into live event performance and video viewership.

Rev's cloud-first video architecture allows any user, anywhere, to easily and simply access live and on-demand video from any device. You can stream high-quality live and on-demand video across your own network. Rev's eCDN capabilities help ensure that the video uses the least possible bandwidth.

Best of all, you can use your existing infrastructure and endpoints—whether they're Cisco endpoints or other standards-based video-enabled endpoints. The solution works smoothly with Cisco TelePresence Content Server and Cisco Collaboration Meeting Rooms.

For some organizations, technology is starting to affect what they do. For others, technology is defining what they do. The most innovative organizations are making bold business decisions to use technology to actually transform what they're doing.

Let's take a closer look at innovators that are using Cisco Capture, Transform, Share to improve revenue streams, challenge disruptive competitors, deliver better experiences, and power new operating models that lead to both efficiency and value.

Healthcare: Improving Patient Care and Controlling Costs

Healthcare organizations are constantly seeking ways to improve patient outcomes. But they're grappling with changing patient expectations, increased regulation, and lower IT budgets. They need new options to manage costs and maximize skilled resources, so they can:

- Improve patient care quality and experience
- Deliver cost-effective care
- Produce operational efficiencies

Moffitt Cancer Center Streamlines Research and Scales Knowledge

Moffitt Cancer Center in Tampa, Florida, engages in patient care, research, and education to help prevent and cure cancer. The organization is using rich video collaboration to power its battle against the disease.

> "With Rev, a cloud-based video collaboration service, Moffitt found a simpler and more cost-effective way to connect doctors and affiliates worldwide."
>
> **— John Maass, Manager, Conferencing Technology IT Infrastructure & Operations, Moffitt Cancer Center**

Challenge

Moffitt Cancer Center works closely with a global network of researchers and specialists who need to connect regularly to share information. But traditional video conferencing was too expensive and time-consuming.

The center needed a better, more cost-effective way to bring its team together, using their preferred communications tools and devices. It also needed a more unified, manageable way to share information with staff, the patients, and the public.

Solution

The center added live and on-demand streaming video for patient education and Cisco TelePresence for consultations. The solution employs the Rev enterprise video platform to support collaboration on-premises and in the cloud.

Now doctors, medical partners, and families can meet easily, using video and content sharing on their favorite device from any location. Every meeting experience is simple and consistent. To participate, people just click on their personal room ID to join.

Cisco and VBrick's scalable architecture fits the center's needs today and can grow with them into tomorrow.

Results

With the new Cisco solution in place, Moffitt Cancer Center spends less time worrying about technology and more time focusing on its mission to eradicate cancer. Its human resources group also uses the solution to interview job candidates over video, without technical support, delays, or interruptions. The solution helps the center:

- Reduce IT support time on each video call from 60 minutes to 10 minutes or less
- Eliminate the need to purchase equipment for in-room conferencing for 50 participants or more
- Reduce time spent maintaining on-premises systems

Education: Redefining the Classroom with Video

Educational institutions at all levels are looking for ways to improve student access while evolving the learning experience. Students want to consume content at their own pace on their preferred devices. As schools adopt video for a wider variety of activities, they need a comprehensive set of tools to manage video. More and more institutions are turning to comprehensive video management systems to manage all the elements of a video streaming solution. With an ever-increasing number of video and digital media sources in the classroom, these systems provide the ability to deliver any type of video to any playback device. They also serve as the primary repository for video content and associated materials such as presentations, documents, and reference material.

Video is transforming the learning experience on campus and beyond. It helps educational institutions:

- Optimize learning experiences with technology
- Extend access beyond the classroom and campus
- Increase administration and management efficiency

St. Edward's University Extends Education Worldwide

St. Edward's University in Austin, Texas, strives to help students experience a culturally, economically, religiously, and politically interdependent world. The university relies on Cisco video, recording, and streaming solutions to knit a global educational community together.

Challenge

St. Edward's University partners with more than a dozen countries for global learning opportunities. But to expand the boundaries of its classrooms, the university needed a cost-effective way to help students and faculty connect with other institutions, regardless of their location.

Solution

Using the Cisco Jabber web client, instructors can directly record videos anywhere on campus, to share with the university's global network of partner institutions. The recording and streaming solution automates the processes of tagging, transcoding, and publishing the content for students and faculty to consume. The Cisco recording and streaming solution creates a portal for the university that can be shared privately within a class, or posted publicly.

The university also uses Cisco TelePresence to enhance the classroom experience by bringing in remote guest lecturers, connecting students with peers, and expanding education on study-abroad programs.

Results

Video collaboration has enabled St. Edward's University to dramatically enhance its curriculum and broaden student horizons. It lets the institution:

- Improve access to course materials anywhere, at any time
- Extend its global footprint
- Establish more meaningful relationships with universities, experts, and students around the world

Alabama Department of Transportation Enhances Training and Teamwork

The Alabama Department of Transportation deployed the Cisco video platform to give employees a better training experience, save money, and help its staff be more productive.

> "Cisco was able to bring the two key components of a solution that we were looking for together: the visual communications at both the desktop and room level and the ability to capture and distribute information."
>
> **— Susan Butler, Telecommunications Manager, Alabama Department of Transportation**

Challenge

One of the biggest issues state governments face every day is the sheer size of the state itself. Even in average-sized states, it can take employees time to commute to their office and work together with colleagues in other cities. Travel is expensive, and can cost employees time and lost productivity.

The Alabama Department of Transportation (ALDOT) was looking for a better way to control travel costs and help its 5000 employees stay in sync with mandatory department training. ALDOT also needed a more sustainable way to host regular meetings with employees scattered across the state.

Solution

ALDOT uses Cisco video solutions to power visual communications in desktop and conference rooms, and to capture and distribute videos for later viewing. Cisco partner Technical Innovation, an expert in video-centric communication for state government agencies, helped make the deployment a reality. More than 50 Cisco TelePresence endpoints in more than 25 locations across Alabama deliver live and recorded video to employees.

Results

Now meetings are easier and more cost-effective at ALDOT, no matter where employees are working. Workers who can't attend a meeting or training event in person can follow along in real time via video, and those with scheduling conflicts can watch the event later. Time that used to be spent traveling can now be used for more productive work, and ALDOT estimates that it will take only three or four years for the video conferencing system to pay for itself. The solution has helped the department:

- Increase the productivity and efficiency of its workforce
- Reduce expenses for both calls and travel

KPIT Improves Agility and Customer Engagement

One of the world's fastest-growing global IT consulting firms, India's KPIT Technologies focuses on co-innovating domain-intensive technology solutions for a diverse array of industries. Cisco Capture, Transform and Share help the firm power a better customer experience and deliver products and services faster.

Challenge

KPIT works with a variety of corporations, including leaders in the automotive, transportation, manufacturing, energy, and utilities industries. With more than 200 partners worldwide, the firm employs a staff of more than 10,500.

One of the fastest-growing IT consulting firms in the world, KPIT wanted to modernize its business processes and build a more agile, smart enterprise to differentiate itself and achieve business growth and profitability.

Solution

Cisco solutions are playing a significant, vital role in transforming KPIT into a dynamic digital enterprise. To enhance collaboration with employees and customers, the firm employs Cisco and VBrick video content delivery solutions on smart devices as well as laptops.

The firm's human resources department uses the Cisco solution to support its video CV initiative. Prospective employees can receive a temporary user ID and password, then securely upload a video resume for evaluation. The solution also delivers rich training content for students and other recruits before they are hired.

To bring employees together across the global organization, the Cisco Capture, Transform and Share Solution enables full live HD content streaming. Employees can participate in CEO briefings via the company's video portal and stay up to date on the latest company priorities.

To support continuous improvement, KPIT has also launched a Learning and Development Content (L&D) portal. This resource makes it easy for the firm to create and publish training programs, categorize them, and assign role-based access.

Benefits

Cisco solutions have enabled KPIT to modernize its infrastructure and applications, and provided support for its "mobile first – platform enabled" agile applications that transform the business processes. The solutions are helping KPIT to:

- Make customer engagements more relevant and personalized
- Speed delivery of products and services
- Boost the resiliency and reliability of its operations

John Eagle Auto Group

John Eagle Auto Group improved collaboration among 10 dealerships with Cisco TelePresence technology and mobile HD video conferencing.

"Video conferencing is critical to our business. We can keep managers in stores and reduce travel while enabling face-to-face interactions."
— Rene Isip, Chief Operating Officer, John Eagle Auto Group

Challenge

Auto sales depend on quality products and information, and solid relationships. With headquarters in Dallas and 10 dealerships between Dallas and Houston, the company relies on video to conduct weekly and monthly sales meetings.

But its aging conferencing system could not deliver the HD support it needed and was becoming unreliable and difficult to scale. The dealership also wanted to enable its managers to participate in meetings using their mobile devices, and to share presentations on screen.

Solution

To get the features and performance it needed, John Eagle Auto Group upgraded its system to a Cisco collaboration solution, including Cisco cameras and endpoints in all its conference rooms. Its team can now enjoy premium-resolution HD video communications with instant speed-dial access to dealerships for meetings, for training, and even to jointly review TV ads for local markets.

By allowing managers and staff at dealerships to meet without traveling, John Eagle Auto Group gives them more time to interact with customers. Top executives can now participate in video meetings using their smartphones or tablets on the go. Mobile video conferencing helps employees make better use of their time and avoid travel costs and delays.

Benefits

Video collaboration is helping the dealership achieve its business goals faster. Response times between management, dealerships, and coworkers have improved greatly, resulting in faster execution of go-to-market strategies. The firm may even expand its video collaboration to interact with customers on sales negotiations and financing. The solution:

- Allows managers to remain in stores, reducing travel costs while potentially increasing sales
- Improves productivity, accountability, and communication in sales meetings
- Aligns the executive team with sales and operations

Conclusion

It's clear that companies in all industries understand the impact of video collaboration and its potential to unlock powerful business outcomes. With the right solution, any company can free up its employees to enjoy improved productivity, better work-life balance, flexibility, and training opportunities.

> **"The demand for video is unstoppable. It is the fastest, most effective way to share knowledge and information."**[9]

Cisco has been leading the way in video, delivering rich, interpersonal interactions over the network and creating more value out of those interactions. With enterprise video content, Cisco continues to innovate on the network, integrating applications that empower users to collaborate with video like never before—on-premises, in the cloud, or using a mix of both.

What sets our video collaboration apart from the rest? It starts with a solution based on a Cisco reference architecture and aligned to your business needs. No other networking company has Cisco's breadth and depth of collaboration solutions. Our complete portfolio spans all of the key collaboration technologies and integrates them tightly together so that people can easily collaborate how they want, when they want—live or on demand.

Get Started Now

To learn more about how Cisco video collaboration can help you get the most out of your organization, visit http://www.cisco.com/go/videocontent.

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[9] "Nine Predictions for Content Management," Aragon Research, 2015, https://aragonresearch.com/wp-content/uploads/2015/01/2014-59Predictions-for-Content-Management.pdf

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